

EC'd Yes Last Received: 08/28/2012 11:00 AM Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () AMERICAN MEDIA & ADVOCACY GROUP Rep Firm () PHILADELPHIA
Advertiser () RIGELL FOR CONGRESS 815 SLATERS LANE Sales Office ()
Product SCOTT RIGELL ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 2726 Agency C/P1/P2/E 128/216/2726 Salesperson Phone# 215-567-6005
Buyer Ben Angle Flight Dates 08/28/2012 - 09/03/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*16 M 5P-530P WAVY NEWS10-5 :30 \$900.00 09/03-09/03 0 0 0 \$0.00
Rating: 4.4

Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

*18 M 6P-630P 6PM NEWS :30 \$1,500.00 09/03-09/03 0 0 0 \$0.00
Rating: 6.9

Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

*20 SA 7P-8P ENT TONITE60 W :30 \$200.00 09/01-09/01 0 0 0 \$0.00
Rating: 2.0

Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

*22 M 11P-1135P WAVY NEWS10-11< :30 \$1,200.00 09/03-09/03 0 0 0 \$0.00
Rating: 5.0

Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

*23 W 1135P-1235A TONITE SHW-NBC< :30 \$350.00 08/29-08/29 0 0 0 \$0.00
Rating: 2.7

Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*24	F	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/31-08/31	0	0	0	\$0.00	

Rating: 2.7

Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

*25 M 1135P-1235A TONITE SHW-NBC< :30 \$350.00 09/03-09/03 0 0 0 \$0.00

Rating: 2.7

Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Sep 12: 3 / \$2,525.00
Sales Totals: 3 / \$2,525.00
Station Totals: 3 / \$2,525.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$6,159	CATV 0%	WAVY 41%	WGNT 1%	WPXV 0%	WTKR 21%
		WTVZ 2%	WVBT 11%	WVEC 24%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE